



COMMITMENT

DIVERSITY AND HUMAN DIGNITY IN ADVERTISEMENTS

We created this commitment to put an end to the negative stereotypes and show positive examples to the next generation. We, as advertisers, creatives, content creators and media are able to influence culture and society in a positive way. We believe that we should present the society in a modern and progressive way. That is why this commitment has been created and endorsed by the following companies.

PRINCIPLES

As the guard of ethical standards of commercial communication, Hungarian Advertising Self-Regulatory Board (ÖRT) invites to a common platform those companies, where the responsible communication with portrayal of human is an essential part of their own company culture. The signatories are willing to contribute to the positive cultural changes with the responsible, many-sided representation of the humans in the advertisements by using the power of marketing communication.

In connection with the socially importance of representing people and human roles in the advertisements, we have formulated the following commitments.

COMMITMENTS

- **We commit to progressive portrayal (gender, age, ethnicity, occupation, health condition and social status) of personalities in advertisements and not discriminating in featuring roles and characteristics.**
- **Avoid manipulating of body image via immoderate airbrushing for healthy body-image.**
- **In case of portraying average characters, we make an effort to show real, everyday people in our advertisements; types known to everyone.**
- **We shall refrain from objectifying people.**
- **We integrate specific trainings into our corporate educational programs.**
- **When preparing our creative materials as an agency, we undertake to apply these present basic principles.**
- **As advertisers we challenge our agencies and accept those creative works which delivers the best unstereotyped marketing content.**
- **Realizing the above goals, we proceed transparently and undertake to measure them.**

By accepting this document – which is independent from the rules of Hungarian Code of Ethics in Advertising – we undertake to keep standpoints established here.

